FFOODS Spectrum
perspectives on food technologies & business
ASIA

CJ Foods Refreshes O-right Snack Brand in Thailand, Launches Four Puff POP Flavours

06 November 2026 | News

Puff POP is a crispy fried snack made for sharing, discovering new flavors and enjoying on the go



CJ Foods is rebranding its snack brand O-right in Thailand under a refreshed identity, "Heroes of Fun," introducing a new generation of playful snacking experiences for local consumers. The brand's first product under the renewed identity, O-right Puff POP, will be available at all 7-Eleven stores across Thailand.

Designed to add a little fun to everyday moments, Puff POP is a crispy fried snack made for sharing, discovering new flavors and enjoying on the go. The new lineup offers four distinctive flavors that cater to a wide range of taste preferences:

Sweet Corn Ribs – A light and savory snack with the naturally sweet flavor of corn.

Black Pepper Mashed Potato – A smooth, buttery potato flavor complemented by a subtle black pepper kick.

Truffle Pizza – A rich and indulgent combination of cheesy pizza flavor with a premium truffle twist.

Mala Tang – A bold and intense option featuring the spicy, numbing sensation of mala seasoning.

The renewal introduces O-right's new "Heroes of Fun" brand world, brought to life by four distinctive characters that will appear across Puff POP packaging and brand communications. Chim Chim is an imaginative dreamer who finds creative possibilities in everyday objects, while Truff may look tough but has a gentle, caring side. Zum Zum embraces slow mornings and cozy comfort, and Prickky is a tiny but outspoken character with plenty of fiery energy. Together, the characters reflect O-right's playful personality and its mission to turn quiet, ordinary moments into more enjoyable ones.

"O-right's renewal marks an exciting new chapter for the brand in Thailand," said Victor Son, CEO of CJ Foods Thailand. "With Puff POP, we aim to offer Thai consumers not only bold and enjoyable snack flavors, but also a fun brand experience that connects with their everyday lives. We look forward to engaging consumers through fresh products, entertaining content and meaningful on-the-ground experiences."